

WE ARE
THE LARGEST
Turf Information Concern
IN
THE WORLD

Maxim & Gay Co.
INCORPORATED

WE
NEVER MADE
A FALSE OR MISLEAD-
ING STATEMENT IN OUR AD-
VERTISEMENTS AND
WE NEVER
SHALL

Capital, \$50,000.
Corcoran Building,
WASHINGTON, D. C.

References: Any Horseman.
280 Broadway,
NEW YORK CITY.

National Bank References Also Furnished.
928 Canal St.,
NEW ORLEANS, LA.

WASHINGTON!

OPENING DAY MONDAY, MARCH 23.

WE WANT YOU WITH US.

Back On Our Own Ground They Can't Head Us.

Again We'll Handle the Best Goods and Deliver Them.

BUILT on strictly business lines, the Maxim & Gay Company is the one great organization of its kind in this country and Europe. It indulges in no fly-by-night schemes for guaranteed gain. It handles the best goods in its line and delivers them always. Other temporary organizations come and go, but the Maxim & Gay Company goes on forever. It is a permanent institution of the American Turf. Its method and manner of doing business are all its own and peculiar to it.

The inception of the Company was the result of a long study and familiarity with the various stock boards of New York. It was conceived that a semi-advisory, semi-brokerage business could be conducted upon the racing of horses on the same lines as upon the shifting changes in the price of railroad stocks, cotton or corn. We organized as turf correspondents for the purpose of advising clients and, where it was possible to do so, to place their commissions for them exactly as do the broker members of the New York exchanges. That the idea was a sound one is proved by the eagerness with which the public accepted it, and by the prosperous life which the Company has been permitted to enjoy. From the most remote points of the United States our clients confer with us daily.

WE NUMBER AMONG OUR FOLLOWING MANY PEOPLE WHO NEVER SAW A RACE TRACK AND MANY WHO NEVER MISS A DAY AT THE COURSES.

Men who make one wager a day and men known to the turf world as its heaviest operators are alike among our clientele. Our methods are fully explained elsewhere in this prospectus. The results of at least one short season of such methods are shown in the tabulated record of last Spring's operations at Benning. For almost three years we have been before the public and our following has increased from the first month of our existence. We are legitimate and in everything above board. We claim nothing which we do not do, and we do nothing save what is here set forth. The turf is one of the most fascinating of speculative fields and we are its fiscal agents for the public.

You probably have no idea of the pains and expense to which the Maxim & Gay Company go to procure the inside information which they use in their turf operations. To give you an idea we explain the system which we evolved three years ago for selecting the winners of races. How well that system, properly conducted, has succeeded, our clients can testify.

In the constant employ of this company are two sets of experts, the "clockers" and the handicappers. It is the combination of their work which gives us our brilliant Eastern successes. The "clocker," if you are one of the uninitiated, is the Pinkerton man of the track, the man who never sleeps and who knows every horse, owner, trainer, jockey and stable boy at his particular track. His is the eye that never closes. He is sui generis and exceedingly rare. It is his duty to know and report upon the condition of every horse at the track. He is out at the peep of day and he sometimes stays up for moonlight trials. A horse must never be permitted to work out without the clocker seeing and timing it. He must not only know how fast the horse worked, but the way he did it, whether like a flash horse or a stake animal. He must know the health of the horse and everything pertaining to him. He must be able to say when that horse's name appears in an entry list for the following day that he is ready and fit, or the opposite. Such is the clocker, of which the Maxim & Gay Company employ a corps.

When the entries for the races of the following day are given out at the track the clockers each receive a copy. They have data concerning every horse in every race. They have knowledge of how he has been taking his feed, who has been engaged to ride, what is the best and the worst work done in the early morning. Every detail necessary is known to the clockers. Carefully they go over each race and select a horse according to the consensus of opinion among them, based on their observations of that particular field. They make a report on the six races. Then the handicappers take up the task. Figuring on the past performances of the horses only, the handicappers also select a winner for each race. Then a combination is made of the two pieces of information, and there, in seven cases out of ten, you have the winner.

But we do not depend upon mere words to show you what may be gained by intrusting your business to us at Benning. We give you above a record of our operations there at the last Spring meeting, which speaks louder than any argument. The showing is upon all three wires based on a ten dollar flat bet. These figures are absolute and cannot be disputed. The odds are those given by the New York Daily America, the recognized racing authority of America. Peruse this table and see exactly what we did and how we did it. You will observe that at no time was any subscriber loser of an appreciable amount and that every one was a winner. We will beat that this season.

EDITORIAL COMMENT ON MAXIM & GAY METHODS.

What the Editors Say.

(Cincinnati Commercial-Tribune.)

Maxim & Gay, who have been so successful in selecting winners at the New Orleans races, are in a class by themselves, and have no relation in their system of operation to the "get-rich-quick" schemes that have recently gone to pieces, disastrously to those who patronized them. Maxim & Gay do not guarantee their clients profits nor against losses, but merely play the money of their subscribers and deduct a fixed percentage from winnings for placing the commissions. This point is made clear in all their announcements. What they guarantee to do is to confidentially handle all money forwarded them and place it on the races, just as if it were their own. They have in their employ as "clockers" the most expert judges of track work in the country, and there is not a horse at the New Orleans meeting that they have not a record of. The information collected in this way is used to the benefit of their subscribers, and its reliability is attested by the numerous winners they have picked in the past two weeks.

Maxim & Gay are the pioneers in this line of investment or speculation; they have been established three years; they conduct their business on straightforward business lines; their methods have been thoroughly investigated and are entirely different from those pursued by the "get-rich-quick" schemes, so they are not but recently closed by the authorities. The transactions of Maxim & Gay are legal in

What the Editors Say.

every sense, and they do exactly what they advertise to do, that is, play the money of their subscribers on the horses they judge will win, and they usually win. Prompt and proper accounting is made of the result, but they guarantee no fixed profits, though those who have continuously patronized them have not been losers.

(St. Paul Dispatch.)

An investigation of the method of the Maxim & Gay Co. shows them to be conducting their business on straightforward business lines. They have been established nearly three years. They do not guarantee clients profits or against loss, but merely place subscribers' money on judgment of experts, charging a fee for information, and deduct a fixed percentage from winnings for placing the commissions. They are the pioneers in this line of investment or speculation.

(Atlanta Journal.)

The Maxim & Gay Co. is endorsed by the Lyman D. Morse Advertising Agency, which is one of the largest and strongest advertising agencies in the United States. This agency places its advertising for many world-famous advertisers. Among their clients are the proprietors of Pears' soap, Beecham's Pills, Catkins, etc. Any statement made by the Lyman D. Morse Advertising Agency carries with it the backing of an unblemished reputation.

What the Editors Say.

(Cincinnati Times-Star.)

The Maxim & Gay Co., well-known purveyors of turf information, should not be confounded with "get-rich-quick" turf investment or concerns of similar character. They have been established nearly three years. They do not guarantee clients profits or against loss, but merely place subscribers' money on judgment of their experts, charging a fee for information, and deduct a fixed percentage from winnings for placing the commissions. They are the pioneers in this line of investment or speculation.

(Kansas City Journal.)

The so-called turf investment companies that were recently closed by the authorities seemed to be all of the same variety. They assumed to take the money of the public and "make books" with it, and use it to bet against the public at race tracks. The Maxim & Gay Co., which was not closed, and which is still doing business, is of a different character. This company, which has been established for three years, places its subscribers' money on the judgment of its experts, charging a fee for information and deducting a fixed percentage from winnings for placing the commissions. This company has not been interfered with by the authorities, either Federal or State.

What the Editors Say.

(Boston Record.)

The Record has received some inquiries concerning the Maxim & Gay Co., who advertise in connection with sporting events. They are not concerned with the different turf schemes which have been recently closed by the authorities. The advertising agents who place their advertising with the Record are men of high standing in the business world, and they are satisfied that the Maxim & Gay Co. is conducting its business on straightforward business lines. The company has been established nearly three years. It does not guarantee clients profit or against loss, but merely places subscribers' money on the judgment of its experts, charging a fee for the information and deducting a fixed percentage from winnings for placing commissions. The concern is foremost in this line of speculation.

(Memphis Scimitar.)

The advertisements that appear from time to time in the columns of various newspapers with reference to the turf plan of Maxim & Gay Co. tell a story entirely different from the exploits of the defunct "get-rich-quick" concerns. The Maxim & Gay Co. manage business thoroughly and solely on business principles.

OUR TERMS AND WHAT WE GUARANTEE.

As is our custom on metropolitan tracks, we will, beginning with the Washington meeting at Benning, resume the practice of furnishing our information before the races are run to racing enthusiasts in any part of the country who wish to bet their money on them with their own bookmakers. Terms for this service will be \$5 daily or \$25 per week. Telegrams sent at once at cost of subscriber.

In ordering state specifically whether you want us to send you what is in the opinion of our experts the best bet of the day, otherwise known as our ONE-HOME WIRE; or what is the opinion of our experts on the three best bets of the day, otherwise known as our THREE-HOME WIRE; or whether you want the FIVE-NEEDLE WIRE, which gives our experts' best bet for each of the six races.

The success of our commission department at New Orleans has been so marked that at Washington we will continue to place wagers at the track for those who are not in a position to place their own money and who wish us to undertake the task for them. Our charge for handling such commissions on our selections will be 25 per cent. of the profits and no charge for information. Our friends who send us their money to bet for them will receive the selections by mail bearing postmark earlier than the first race is run on which their money is played. Closing odds, according to the New York DAILY AMERICA, earlier than the first race is run on which their money is played. Statements are sent to all account clients weekly with check for the racing authority of the country, are guaranteed. Statements are sent to all account clients weekly with check for the profit. All accounts are played continuously until ordered withdrawn. Clients have the privilege of withdrawing any balance to their credit at pleasure.

The smallest account we handle is \$50. The smallest amount we will place for any client on one horse is \$5. There is no limit to the amount of money you can send us to be placed for you. In replying be sure to state whether you want us to

play daily the One-Horse wire, the Three-Horse wire, or the Five-Needle wire, and state explicitly how much you wish placed on each horse.

Remittances should be in our hands by Saturday, March 21, to insure a play from the beginning of the Benning meeting on March 23.

Remit by post office money order, express money order, or New York bank exchange, direct to us at Washington. No commissions for Washington will be accepted at our New York or New Orleans office. Address: Maxim & Gay Co., P. O. Box 100, Washington, D. C.

The Maxim & Gay Company wish to say to prospective patrons as well as to the successful ones of the past that there is nothing absolutely sure in betting on horse races. It is an uncertain business and there are chances to lose. But what the company claims and has demonstrated is that the system which they employ is an entirely a certain one to go over their losses on the turf. That system is one of their constant secret. It is usually to know more than the other fellow and to turn your information against him. We put our clients where they are on an equality or a plane above the best informed players, bookmakers or owners at the race course.

Such information as we gather daily was the foundation of those great fortunes made on the turf by "Pittsburg" Phil David, David Johnson, David Johnson, in fact by all those heavy players on the turf. But one of them ever against a title of the money which the Maxim & Gay Company employ to get information, and we have no hesitancy in saying that our range of knowledge of the horse racing at Benning or any other track where we operate is more extensive and comprehensive than that enjoyed by any individual or set of individuals in the country. It is what is known as the "real" money of the players and owners and trainers which wins on the turf. Those being guided by the Maxim & Gay Company play the "real" money along with the heaviest operators.